



UPDATE: DOWNTOWN DENTON AMBASSADOR PILOT PROGRAM

ID 24-2478

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A vibrant mural on a wall depicting a blue parrot with its wings spread, surrounded by large yellow and pink flowers. The mural is set against a background of green foliage. A diagonal banner with blue, white, and red stripes runs across the top left of the mural area.

COMMUNITY SERVICES

BACKGROUND

Strategic Plan Key Focus Area:

Strengthen Community and Quality of Life

GOALS:

- Develop solutions for a **cleaner, safer, more vibrant** Downtown Denton.
- Identify **sustainable funding source**, such as a Public Improvement District (PID).

Timeline

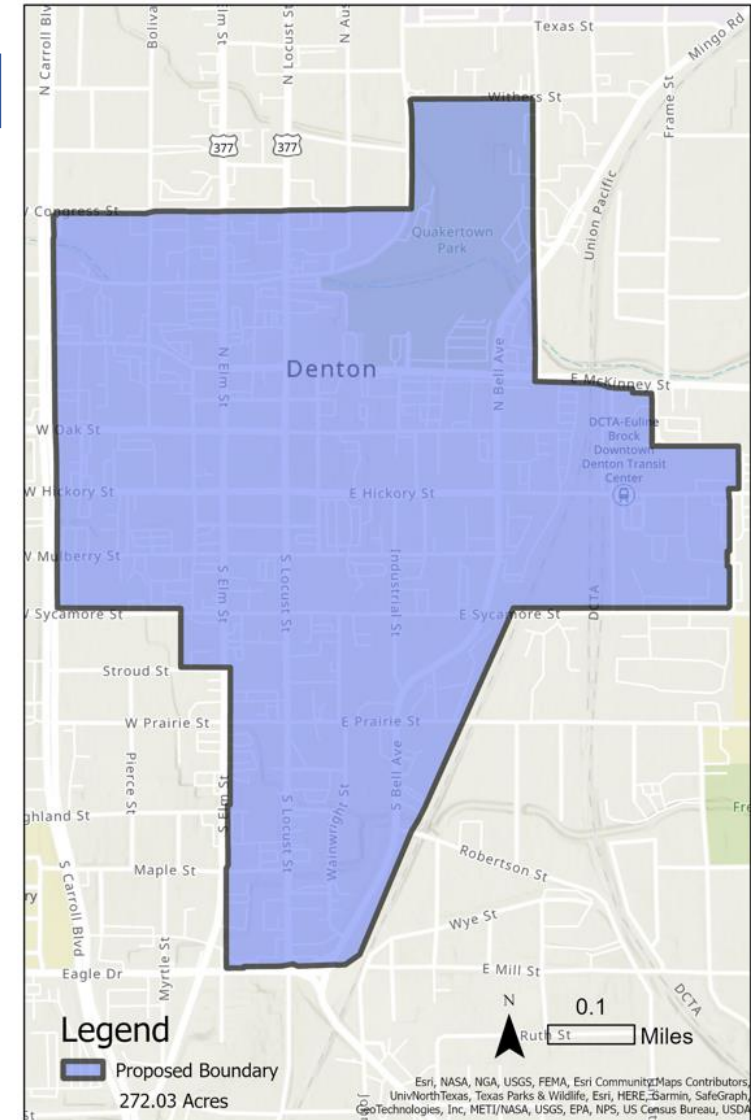
- July 2023 – Council direction to pursue 2-year pilot program.
- January 2024 – Program Launch



DOWNTOWN DENTON AMBASSADOR PILOT PROGRAM

- 2-Year Pilot: \$703,303 annual cost; funded through General Fund
- Contract with Block by Block to provide coverage 7 days a week

<p>Clean Team 7 a.m. to 3:30 p.m. daily</p>	<p>Cleaning, Power Washing, Trash Removal, Graffiti Removal, Beautification</p>
<p>Safety Team 7 a.m. to 11 p.m. daily</p>	<p>Safety Tasks: Referrals to Social Services & Collaboration with Outreach, Discourage Illegal Behavior, Regular Communication with Law Enforcement Hospitality Tasks: Directions, Motorist Assists, Safety & Umbrella Escorts, Business Contacts, Coordination with Parks Downtown Maintenance</p>



CLEANER DOWNTOWN



2024 Downtown Denton Ambassador Cleaning Outputs

Metric	2024 Total*	Monthly Avg
Trash Removed (lbs)	26,087	2,372
Sidewalks Power Washed	288	26
Hazardous Cleanup (feces, urine, vomit)	543	49
Graffiti Removed (Paint; Bills/Stickers)	3207	291

*Program launched Jan. 29, 2024. Eleven (11) months of data included.

- Graffiti has decreased downtown.
- Business reported increased satisfaction with cleanliness downtown throughout the year.
- Notable differences per downtown businesses: Cleaner side streets, Trash cans no longer overflowing

SAFER DOWNTOWN

2024 Downtown Denton Ambassador Safety Outputs

Metric	2024 Total*	Monthly Avg
Safety Escorts	36	3
Motorist Assistance	84	7
Homeless Service Referrals	376	34

*Program launched Jan. 29, 2024. Eleven (11) months of data included.

- Safety ratings of **downtown businesses** have remained consistently high throughout the first year of the program.
- Approximately 3 out of 4 **community members** surveyed about the Ambassador Program feel a strong sense of safety downtown.



Jan. 2025: Block by Block Operations Manager deicing sidewalks downtown.

MORE VIBRANT DOWNTOWN

2024 Downtown Denton Ambassador Safety Outputs

Metric	2024 Total*	Monthly Avg
Greetings to Downtown Visitors	87,854	7,986
Hospitality Assistance (wayfinding, recommendations, etc.)	1,750	159
Business Contacts	2,860	260

*Program launched Jan. 29, 2024. Eleven (11) months of data included.

- 65% of community members surveyed about the Ambassador Program rated hospitality downtown highly.
- Ambassadors assisted with over 25 events downtown in 2024.



FUNDING & FUTURE CONSIDERATIONS

- Staff initiated conversations with downtown property owners to gauge interest in establishing a Public Improvement District (PID).
- Some initial interest in establishing a PID. Staff will continue to engage property owners through the Spring.
- If PID funding is not available to support the program, staff recommendation is to discontinue at the end of the pilot (Dec. 2025).
- Staff will provide updates during the budget process.

Questions?